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NREL Highlights Leading Utility Green Power Programs

Pricing programs give consumers clean power choices

Golden, Colo., March 15, 2006 – The U.S. Department of Energy's (DOE) National Renewable Energy Laboratory (NREL) today released its annual ranking of leading utility green power programs. Under these voluntary programs, consumers can choose to help support additional electricity production from renewable resources such as solar and wind. More than 600 utilities across the United States now offer these programs.

Using information provided by utilities, NREL develops "Top 10" rankings of utility programs in the following categories: total sales of renewable energy to program participants, total number of customer participants, customer participation rate, and the lowest price premium charged for a green pricing service using new renewable resources.

Ranked by renewable energy sales, the green power program of Austin (Texas) Energy is first in the nation, followed by Portland General Electric, PacifiCorp, Florida Power & Light, and Sacramento (Calif.) Municipal Utility District.

Ranked by customer participation rates, the top utilities are City of Palo Alto (Calif.) Utilities, Lenox (Iowa) Municipal Utilities, Montezuma (Iowa) Municipal Light & Power, Holy Cross Energy (Colo.), and Sacramento Municipal Utility District. (See attached tables for additional rankings).

"Utility green power sales continue to show strong growth across the country," said Lori Bird, senior energy analyst at NREL. "These utilities are the national leaders."

Customer choice programs are proving to be a powerful stimulus for growth in renewable energy supply. In 2005, total utility green power sales reached 2.7 billion kilowatt-hours (kWh), a 36% increase over 2004. And an estimated 430,000 customers are participating in utility programs nationwide, up 20% from 2004.

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Utility green pricing programs are one segment of a larger green power marketing industry that counts many government agencies, colleges and universities, and Fortune 500 companies among its customers, and helps support more than 2,200 MW of renewable electricity generation capacity.

NREL analysts attribute the success of many programs to persistence in marketing and creative marketing strategies, including in some cases, utility partnerships with independent green power marketers. In addition, the rate premium that customers pay for green power has dropped as fossil fuel prices have increased. "Higher prices for conventional energy sources are focusing greater consumer attention on renewable energy options," said Blair Swezey, NREL principal policy advisor.

NREL's Energy Analysis Office performs analyses of green power market trends and is funded by DOE's Office of Energy Efficiency and Renewable Energy.

NREL is the U.S. Department of Energy's primary national laboratory for renewable energy and energy efficiency research and development. NREL is operated for DOE by Midwest Research Institute and Battelle.

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Green Pricing Program Renewable Energy Sales (as of December 2005)

Rank	Utility	Resources Used	Sales (kWh/year)	Sales (aMW) ^a
1	Austin Energy	Wind, landfill gas	435,140,739	49.7
2	Portland General Electric ^b	Existing geothermal and hydro, wind	339,577,170	38.8
3	PacifiCorp ^{cd}	Wind, biomass, solar	234,163,591	26.7
4	Florida Power & Light	Biomass, wind, solar	224,574,530	25.6
5	Sacramento Municipal Utility District ^e	Wind, landfill gas, small hydro, solar	195,081,504	22.3
6	Xcel Energy ^{ef}	Wind	147,674,000	16.9
7	National Grid ^{ghi}	Biomass, wind, small hydro, solar	127,872,457	14.6
8	Basin Electric Power Cooperative	Wind	113,957,000	13.0
9	Puget Sound Energy	Wind, solar, biogas	71,341,000	8.1
10	OG&E Electric Services	Wind	63,591,526	7.3

^a An "average megawatt" (aMW) is a measure of continuous capacity equivalent (i.e., operating at a 100% capacity factor).

^b Some products marketed in partnership with Green Mountain Energy Company.

^c Includes Pacific Power and Utah Power.

^d Some Oregon products marketed in partnership with 3 Phases Energy Services.

^e Product is *Green-e* certified (www.green-e.org). For Xcel Energy, only the Public Service Company of Colorado product is green-e certified.

^f Includes Northern States Power, Public Service Company of Colorado, and Southwestern Public Service.

^g Includes Niagara Mohawk, Massachusetts Electric, Narragansett Electric, and Nantucket Electric.

^h Marketed in partnership with Community Energy, EnviroGen, Green Mountain Energy Company, Mass Energy, People's Power & Light, and Sterling Planet.

ⁱ Some products are certified by Green-e (www.green-e.org) or Environmental Resources Trust <http://www.ert.net>.



Total Number of Customer Participants
(as of December 2005)

Rank	Utility	Program(s)	Participants
1	Xcel Energy ^a	<i>Windsources^b</i> <i>Renewable Energy Trust</i>	49,354
2	PacifiCorp ^{cd}	<i>Blue Sky Block</i> <i>Blue Sky Usage</i> <i>Blue Sky Habitat</i>	42,269
3	Portland General Electric ^e	<i>Clean Wind</i> <i>Green Source</i> <i>Healthy Habitat</i>	40,570
4	Sacramento Municipal Utility District	<i>Greenergy^b</i>	31,229
5	Los Angeles Department of Water & Power	<i>Green Power for a Green LA</i>	24,380
6	Florida Power & Light ^f	<i>Sunshine Energy</i>	23,066
7	PECO ^g	<i>PECO WIND</i>	22,164
8	National Grid ^{hi}	<i>GreenUp^j</i>	20,986
9	Puget Sound Energy	<i>Green Power Program</i>	15,500
10	We Energies	<i>Energy for Tomorrow^b</i>	12,458
10	Alliant Energy ^k	<i>Second Nature^b</i>	12,426

^a Includes Northern States Power, Public Service Company of Colorado, and Southwestern Public Service.

^b Product is *Green-e* certified (www.green-e.org). For Xcel Energy, only the Public Service Company of Colorado product is *Green-e* certified. For Alliant Energy, Iowa and Minnesota products are *Green-e* certified.

^c Includes Pacific Power and Utah Power.

^d Some Oregon products marketed in partnership with 3 Phases Energy Services.

^e Some products marketed in partnership with Green Mountain Energy Company.

^f Marketed in partnership with Green Mountain Energy Company.

^g Marketed in partnership with Community Energy, Inc.

^h Includes Niagara Mohawk, Massachusetts Electric, Narragansett Electric, and Nantucket Electric.

ⁱ Marketed in partnership with Community Energy, EnviroGen, Green Mountain Energy Company, Mass Energy, People's Power & Light, and Sterling Planet.

^j Some products are certified by Green-e (www.green-e.org) or Environmental Resources Trust <http://www.ert.net>.

^k Includes Interstate Power and Light and Wisconsin Power and Light.



Customer Participation Rate (as of December 2005)

Rank	Utility	Customer Participation Rate	Program(s)	Program Start Year
1	City of Palo Alto Utilities ^a	13.6%	<i>Palo Alto Green</i> ^b	2003
2	Lenox Municipal Utilities ^c	12.6%	<i>Green City Energy</i>	2003
3	Montezuma Municipal Light & Power ^c	6.3%	<i>Green City Energy</i>	2003
4	Holy Cross Energy	6.0%	<i>Wind Power Pioneer Local Renewable Energy Pool</i>	1998 2002
5	Sacramento Municipal Utility District	5.5%	<i>Greenergy</i> ^b	1997
6	Portland General Electric ^d	5.3%	<i>Clean Wind Green Source Healthy Habitat</i>	2002
7	City of Fairbank ^c	4.9%	<i>Green City Energy</i>	2003
8	Silicon Valley Power ^a	4.8%	<i>Santa Clara Green Power</i>	2004
9	Moorhead Public Service	4.7%	<i>Capture the Wind</i>	1998
10	Central Electric Cooperative ^e	4.6%	<i>Green Power</i>	1999

^a Marketed in partnership with 3 Phases Energy Services

^b Product is *Green-e* certified (www.green-e.org).

^c Program offered in association with the Iowa Association of Municipal Utilities.

^d Some products marketed in partnership with Green Mountain Energy Company.

^e Power supplied by PNGC Power.



Price Premium Charged for New, Customer-Driven Renewable Power^a
(as of December 2005)

Rank	Utility	Resources Used	Premium (¢/kWh)
1	Xcel Energy ^{bc}	Wind	-0.67
2	Edmond Electric ^{bd}	Wind	-0.45
3	OG&E Electric Services ^b	Wind	-0.25
4	Avista Utilities	Wind	0.33
5	Western Farmers Electric Cooperative	Wind	0.50
6	Austin Energy ^b	Wind, landfill gas	0.70
6	Clallam County Public Utility District ^b	Landfill gas	0.70
8	PacifiCorp ^e	Wind, biomass, solar	0.78
9	Wabash Valley Power Association ^f	Landfill gas	0.90
10	Eugene Water and Electric Board ^b	Wind	0.91

^a Includes only programs that have installed or announced firm plans to install or purchase power from 100% new renewable resources.

^b Premium is variable; customers in these programs are exempt or otherwise protected from changes in utility fuel charges.

^c Public Service Company of Colorado only. Product is *Green-e* certified (www.green-e.org).

^d Power supplied by Oklahoma Municipal Power Authority.

^e Pacific Power *Blue Sky Usage* product; only available in Oregon. Product marketed in partnership with 3 Phases Energy Services.

^f The premium charged by participating member distribution utilities varies from 0.9¢/kWh to 1.0¢/kWh.

